

AUTHENTICALLY AUBURN

APPLICATION OF THE FIVE CORE TENETS

FAMILY

BELIEF

WORK

CURIOSITY

A SPIRIT
THAT IS NOT
AFRAID





Authentically Auburn Core Messaging Guide

We can ensure our messaging is crafted through the Authentically Auburn lens by expressing it through the enduring tenets of the Auburn Creed: Family. Belief. Work. Curiosity. A Spirit That Is Not Afraid.

	Family	Belief	Work	Curiosity	A Spirit That Is Not Afraid
What Auburn delivers	A vibrant student life and campus culture that fosters lifelong bonds among students, faculty, staff and alumni.	Experiential learning opportunities and outreach efforts rooted in selfless service for the benefit of all.	A commitment to instilling in our students the work ethic necessary to create meaningful change.	Transformative research and scholarly activity that addresses society's challenges.	A bold and proactive approach to education that anticipates change and takes the calculated risks necessary to implement innovative solutions.
Statements of purpose	What challenges cannot be met when a family unites? What might we achieve if we work together—harder and smarter—toward a common goal?	We believe that knowledge is meant to be shared—beyond our classrooms and our campus—with those who need it most.	We believe in work, hard work. We work wisely, skillfully and intentionally.	At the forefront of every challenge, you will find us: Innovating. Building. Serving. Leading.	The Auburn Family never backs down from the work the world demands.
Associated words and Auburn attributes	Acceptance. Support. Loyalty. Community. Tradition. Heart. United. Authentic.	Conviction. Commitment. Purpose. Authentic. True. Grounded.	Pragmatic. Action. Accomplishments. Results. Impact. Groundbreaking.	Inquisitive. Innovative. Focused. Visionary. Solutions. Discovery. Purpose.	Fearless. Bold. Confident. Committed. Persistent. Determined. Innovative.
Roots in Auburn's history /mission/ culture	Auburn Family Auburn Creed	Land-grant mission Auburn Creed	Land-grant mission Auburn Creed	University Strategic Plan Auburn Creed	University Strategic Plan Auburn Creed
Proof points <i>Note: Always ensure any numbers/stats used are correct, verified and the most current available.</i>	250,000+ alumni network; Top 25 Colleges with the Best Student Life in America—Niche.com, 2024.	Auburn University Outreach and the Alabama Cooperative Extension System includes over 100 outreach and research sites throughout Alabama.	Top 50 Public Research Institutions in the Nation and #1 University in Alabama—U.S. News & World Report, 2024.	Top 11% of Research Institutions—Higher Education Research and Development Survey. Top 100 U.S. Universities Granted Utility Patents in 2022—National Academy of Inventors.	Annual research expenditures for FY 2022 totaled \$266.4 million—a 40% increase in four years.